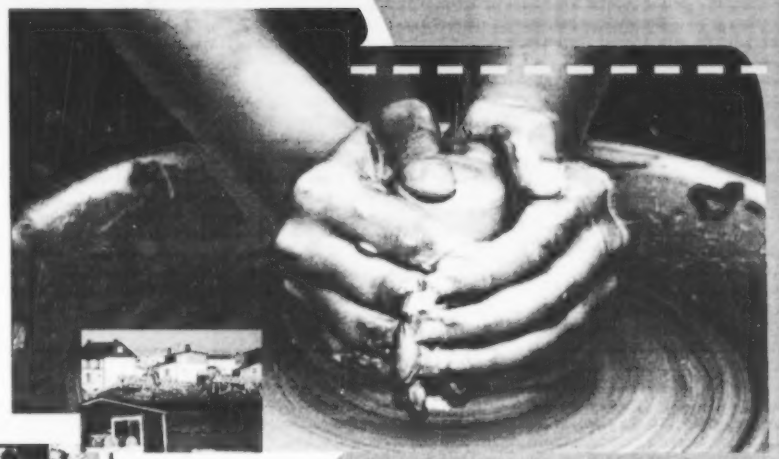
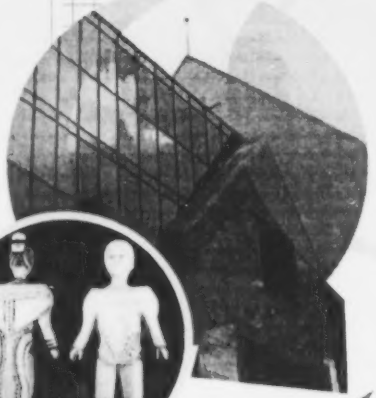
Cover in position 3/27/06 11:35 AM Page 1

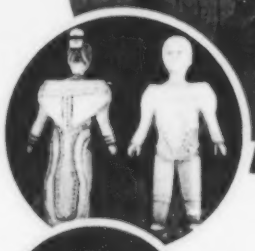
Creative Newfoundland and Labrador:

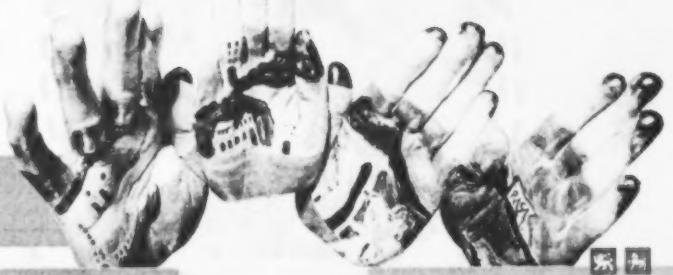
2006

THE BLUEPRINT FOR DEVELOPMENT AND INVESTMENT IN CULTURE









Government of Newfoundland and Labrador

lay-out March,14_06 3/27/06 11:28 AM Page 1

Creative Newfoundland and Labrador:

THE BLUEPRINT FOR DEVELOPMENT AND INVESTMENT IN CULTURE

GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

lay-out March,14_06 3/27/06 11:28 AM Page 2

Acknowledgements

As Sir Wilfred Grenfell, the pioneering doctor and philanthropist noted, "Real joy comes not from ease or riches or the praise of men but from doing something worthwhile." All those involved in developing *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture* were driven by the common desire to build on the legacy of those who have gone before us and to leave our culture more enriched by our efforts for the future.

Deep within each of us is the pride that unites us and today we have a new sense of pride. There is something precious about Newfoundland and Labrador that you cannot fully appreciate until you have lived here; until you come to care for this place so deeply that the thought of losing it is more than you can bear.

Premier Danny Williams, Q.C.

In developing this Blueprint, Government has benefitted first and foremost from the detailed recommendations brought forward by the Association of Cultural Industries (ACI) and the Association of Heritage Industries (AHI). Both associations consulted extensively with their members and sector organizations across the province. This Blueprint has reaped the bounty of this collective knowledge and wisdom.

Further consultation with the Newfoundland and Labrador Arts Council, the Heritage Foundation of Newfoundland and Labrador, the Newfoundland and Labrador Film Development Corporation, the Rooms Corporation, Memorial University of Newfoundland, the Government of Canada and the Culture and Heritage Division of the Department of Tourism, Culture and Recreation helped focus and refine the Blueprint. Members of the Heritage Working Group brought clarity to our thinking on our living heritage. Members of the Department of Canadian Heritage and Parks Canada provided critical feedback.

Within Government, I acknowledge the input and cooperation of the Departments of Education, Labrador and Aboriginal Affairs, Innovation, Trade and Rural Development, Transportation and Works and Finance. The Newfoundland and Labrador Statistics Agency and the Economic Research and Analysis Branch of the Department of Finance, supported by the research of Patti Powers Associates, brought rigour to our preliminary statistical overview.

I also gratefully thank my executive and staff, particularly the Strategic Planning and Policy Division, who worked tirelessly on this project and who helped me champion the Blueprint within Government. I also thank the professional writers who contributed to cutting down the forest of our words and shaping the final text.

Finally, I acknowledge the leadership and vision of the Premier of Newfoundland and Labrador, Danny Williams. It was he who, in taking up the reins of Government in 2004, followed through on the cultural commitments made in the *Blue Book* (2003). He has challenged us all to find innovative ways to foster social and economic development. Through our culture which sustains us, and our creativity which drives us, we embrace our rich legacy and dare to dream – and to realize – a bright future.

TOM HEDDERSON, M.H.A.
Harbour Main-Whitbourne
Minister

Culture is the soul of our province and our country... Our fate rests in our ability to cling to the best of the past but to make the most of the future with that culture.

Donna Bull, 2003

lay-out March,14_06 3/27/06 11:28 AM Page 3

Table of Contents

2 Acknowledgements

5 Message from the Premier

6 Foreword by the Minister

9 Drawing the Blueprint for Creative Newfoundland and Labrador
- 9 Introduction
- 9 The Need for a Blueprint
- 11 The Creative Economy
- 11 Increasing Government Support
- 13 An Integrated, Collaborative Approach

15 The Strategy for Creative Newfoundland and Labrador
- 15 Overall Aims
- 15 A Balanced Approach
- 17 Vision, Mission, Guiding Principles and Values
- 19 Strategic Direction One: Recognizing and Supporting Professional Artists
- 22 Strategic Direction Two: Creative Communities and Regions
- 24 Strategic Direction Three: Aboriginal Peoples and Communities
- 26 Strategic Direction Four: Creative Education
- 26 Strategic Direction Five: Creative Workforce and Career Development
- 30 Strategic Direction Six: Preserving and Strengthening our Tangible Cultural Heritage
- 34 Strategic Priority Seven: Safeguarding and Sustaining our Intangible Cultural Heritage ("Living Heritage")
- 36 Strategic Direction Eight: Cultural Industries and Creative Enterprises
- 40 Strategic Direction Nine: Cultural Tourism
- 42 Strategic Direction Ten: Creative Cultural Research and Information

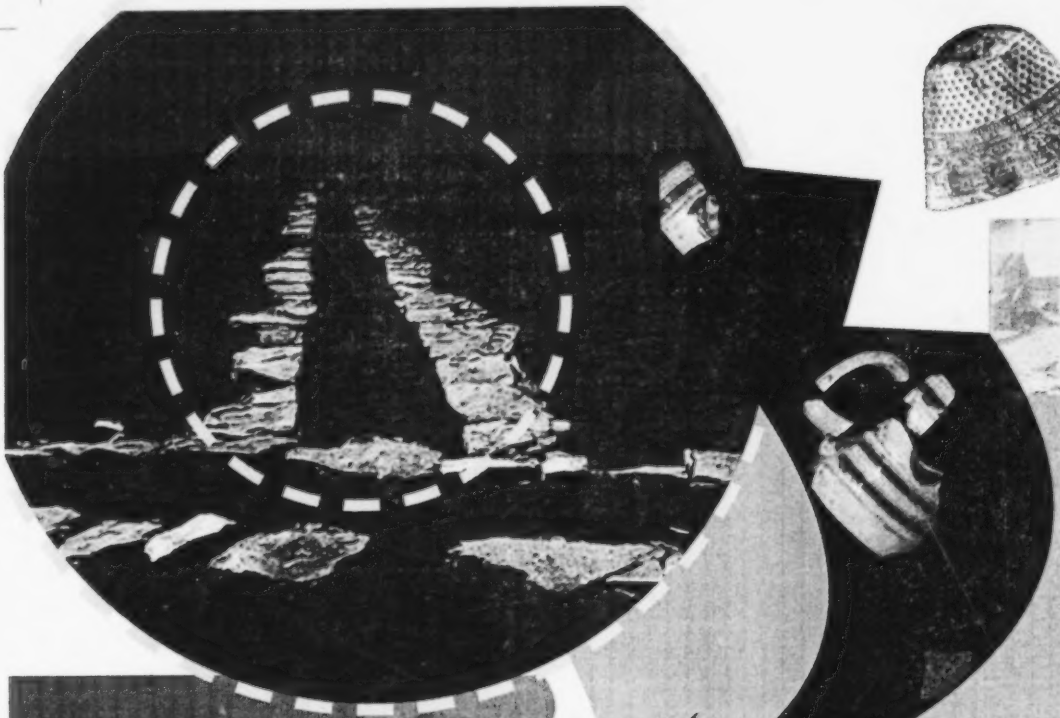
45 Implementation, Monitoring and Review
- 45 Implementing the Blueprint
- 45 A New Partnership with Business in the Creative Economy
- 46 Human Resources and Technology

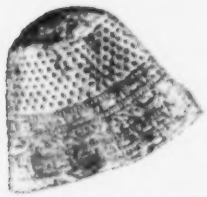
47 Your Feedback

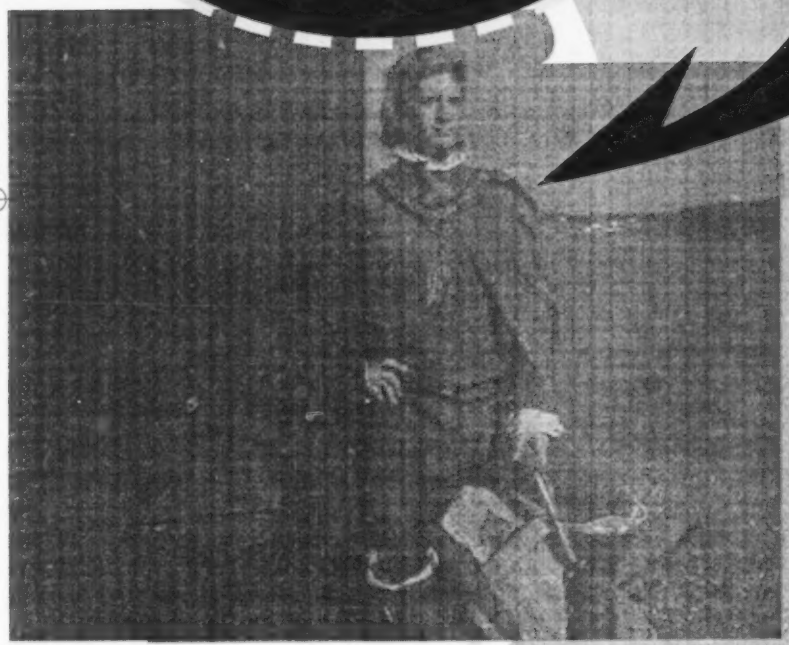
49 Appendix A: The Arts and Heritage Programs and Legislation of the Government of Newfoundland and Labrador

50 Glossary and List of Acronyms

106-04550/







lay-out March,14_06 3/27/06 11:28 AM Page 5

Message from the Premier

A strategic cultural plan is central to our Government's vision of a more prosperous and self-sufficient Newfoundland and Labrador. Building upon our successes to date, we are dedicated to moving forward in a visible and powerful way, with far-reaching economic development initiatives and cultural policy strategies.

Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture provides a framework of major policies and directions to guide Government and our partners as we work together to celebrate our identity and move forward as a creative, confident and vibrant society and economy. To do so will require making some choices about how we preserve, protect and develop our strong cultural resources and assets both now, and over the longer term.

This Blueprint addresses all of our cultural resources, including the living heritage that comprises the traditions and customs, traditional knowledge, languages, religion, music and song, skills and belief systems of our diverse cultures. We take great pride in who we are as a people and attach great value to our cultural diversity, and as a Government we will continue to promote this, especially for our children.

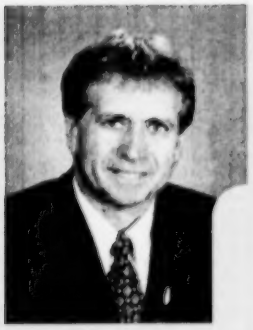
Our arts and heritage in all of their forms are one of our province's success stories and we recognize that if we invest wisely, the benefits will be tremendous. With that in mind, we know that we must support and encourage creative people, especially our professional artists, and keep up with technological advances and enable our cultural professionals to be competitive on a global level.

Arts and heritage activities are at the heart of our communities, defining their character, contributing to their economies and making them more attractive places to live and work. Government is committed to making our culture more accessible and to securing more investment from the public and private sectors to make this happen.

Your input, ideas and advice are critical to the success of this initiative. Together, we are drawing the Blueprint for the arts and heritage in Newfoundland and Labrador to ensure a vibrant and globally competitive cultural industry for generations to come.

DANNY WILLIAMS, Q.C.
Premier of Newfoundland and Labrador

lay-out March,14_06 3/27/06 11:28 AM Page 6



Foreword by the Minister

As the Minister responsible for Tourism, Culture and Recreation, I have been pleased and honoured to lead the development of the province's first Strategic Cultural Plan.

Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture provides a foundation for the sound preservation and management of our cultural resources and strategic support for the further development of the province's cultural sector. This will help to ensure that Newfoundlanders and Labradorians, now and in the future, receive the best possible benefits from our rich cultural resources.

In drawing this Blueprint, we looked to the significant growth and promise of our province's cultural sector in recent decades. In the 1970s, artists began to re-discover and promote our folk roots through traditional music and dance. Since then, we have seen the start of indigenous theatre and the growth of our provincial publishing, film and video and music and sound recording industries. Our writers and artists attract national and international recognition and acclaim.

Professional programs in the fine arts, music and crafts have been introduced. New research and training facilities have been established and critical cultural infrastructure like The Rooms has been built. Great strides have been made in preserving and promoting our heritage and a highly skilled local workforce of community volunteers, artists, researchers and cultural managers has evolved.

We are also witnessing, through the loss of the northern cod fishery, and the significant changes to rural Newfoundland and Labrador, cultural repercussions we are just beginning to understand. These repercussions extend far beyond economics, to the very essence and fabric of our cultural identity. Furthermore, in the face of economic development in this globalized world, there is fear that our culture and heritage could be at risk.

This Blueprint has taken stock of these issues, builds on recent momentum and lays out a strategy that responds to the special challenges and exciting opportunities before us. We acknowledge that investing in our province's arts, artists and heritage is necessary in order to protect and sustain our resources, enrich our lives, attract trade and investment, create jobs and spur economic activity.

This Blueprint should be viewed as a living document. It will be modified regularly to adapt to changes in demography, technology, society and the economy. We will continue to consult with our partners and the general public as we work towards concrete actions and goals. Ultimately, it is you, the citizens of Newfoundland and Labrador, who will play the key role in sustaining our living heritage and cultivating our creativity.

TOM HEDDERSON, M.H.A
Harbour Main-Whitbourne
Minister

lay-out March,14_06 3/27/06 11:28 AM Page 8

The Benefits of Culture

lay-out March,14_06 3/27/06 11:28 AM Page 9

Drawing the Blueprint for Creative Newfoundland and Labrador

Introduction

Culture is an elusive concept, defying easy definition. In broadest terms, it refers to the complex blend of shared values, customs, languages, artifacts and experiences that characterize a society. In a narrower sense, it focuses on the various forms of creative expression and the enduring elements that shape a society's identity over time. Drawing on aspects of both, this Blueprint defines culture as:

> **...the arts and the tangible and intangible heritage of the people of Newfoundland and Labrador. This encompasses the activities of artists and arts professionals, heritage professionals and volunteers, and Aboriginal and European-based tradition bearers. It also includes cultural industries, institutes, associations, organizations and enterprises.**
> **(from *A Cultural Policy for Newfoundland and Labrador*, 2002)**

Government recognizes the major and dynamic contribution of cultural creations, activities and institutions to the material and social well-being of our province. In a thousand different ways and forms, culture permeates our daily lives. Culture drives economic wealth, enlivens education, and enhances individual and community health. It preserves and celebrates our past, instills meaning and hope into our present, and mines the rich veins of our imaginations for tomorrow's creative expressions.

Culture plays a lead role in defining the face we present to the wider world. It expresses our diversity while, at the same time, shaping us into one lively and interesting mosaic. We appreciate that Labrador, with its diverse cultures, history and even aspirations, sees it itself as a distinctive region within the province. Culture is fundamental to our quality of life, our distinctive identity, and our confidence as a people. And fundamental to culture is creativity and the handing on of the many facets of our heritage. This Blueprint recognizes and applauds the primary roles of our professional artists, our volunteers and the stewards of our living heritage in the broad cultural picture.

As shown in Figure 1, p. 8, we all benefit profoundly from cultural expression and participation. Likewise, we all share the responsibility of supporting culture. Government recognizes and accepts its special obligations in this regard. This Blueprint, developed with input from many interested and knowledgeable players, is an important demonstration of that recognition. The implementation of the Blueprint will inject new energy and stability into our arts and heritage activities and, therefore, renewed confidence and pride in our province as a whole.

The Need for a Blueprint

Confronting the Challenges

Many agencies – governmental and non-governmental – as well as many individuals, give valuable support to the people and organizations that make up the cultural sector. With this support and the creativity and ingenuity of our artists and cultural workers in general, our province is buzzing with cultural activity in all its varied forms. For all that, there are several significant challenges yet unmet in this area and the sector has by no means come close to reaching its social or economic potential. The challenges include:

- the weakening or disappearance of some elements of our traditional culture
- the financial instability of our cultural organizations
- the impacts of globalization
- insufficient capital investment

lay-out March,14_06 3/27/06 11:28 AM Page 10

The Culture System

Adapted from *The Creative Economy Initiative* (New England Council Report, 2001)

lay-out March,14_06 3/27/06 11:28 AM Page 11

- a small local market
- underdeveloped cultural export
- lack of accessibility, especially in regions such as Labrador
- an inadequate support system for the all-important creative process
- a shortage of cultural infrastructure.

Government alone cannot overcome all of these hurdles, but it can and will do more than it has to date. Government will create a framework within which all players, applying their various strengths, can work to help address these challenges. We have a compelling opportunity now to positively transform our approach to cultural policy and, in so doing, raise our province's cultural profile to impressive new heights. This, however, will require a shift in how we think of culture. We must come to see that culture is central to our social and economic lives, not an isolated island of activity.

Governments at all levels have long recognized the necessity and wisdom of supporting, both directly and indirectly, arts creators and cultural production. Without such assistance – given our small population next door to the dominant American cultural force – few local cultural ventures would be economically viable. Government support helps the sector grow and remain dynamic and innovative. A strong cultural sector gives shape and voice to our values and views, contributing vitally to our identity as a people and province.

The Creative Economy

Beyond acknowledging these inherent social reasons for support, Government has come to appreciate that culture is an imposing economic reality as well. In this area, a key shift in thinking has taken place among governments and citizens alike.

Many now recognize that culture and creativity are not isolated, self-contained phenomena. They weave throughout our society and economy. As shown in Figure 2, p. 10, the creations, activities and productions of professional artists and other cultural workers, cultural industries and businesses, and cultural organizations and institutions altogether generate an extensive web of economic activity. In 2003, Statistics Canada reported that the province's culture sector produced approximately $289 million in output, accounting for 2% of provincial Gross Domestic Product (GDP).

Numerous aspects of the cultural sphere contribute to this generation of jobs, goods, services and wealth. The key point to note, however, is that all of the cultural activities, goods and services (and many non-cultural as well) associated with this creative economy originate with individual creativity. A popular movie based on a best-selling book can bring millions of dollars into an economy. Neither the book nor the movie would exist without the individual creativity of the writer who wove the story out of the invisible material of his/her imagination.

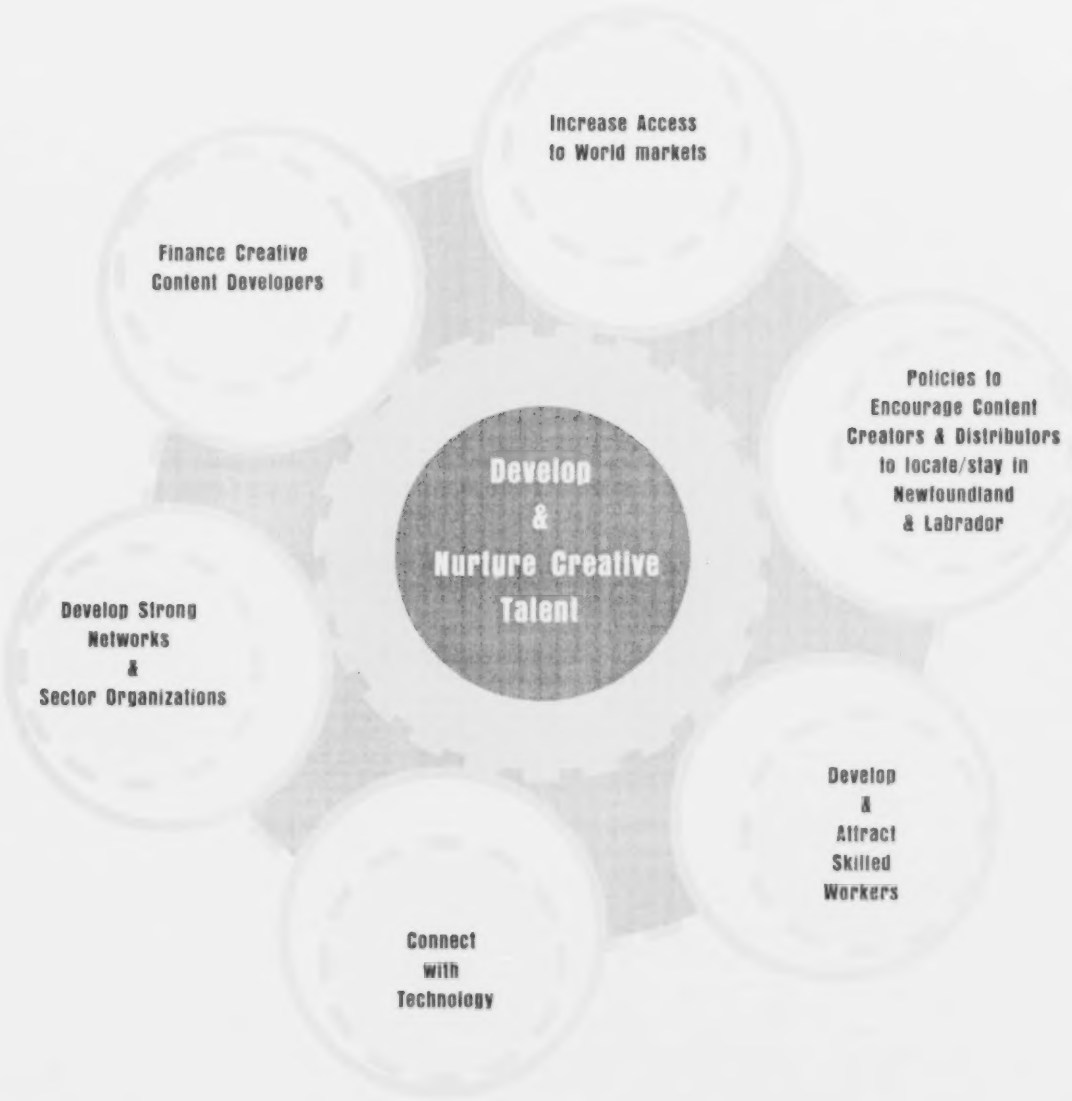
As illustrated in Figure 3, p. 12 the creative economy relies thoroughly on creative talent as the primary source of its economic impact. And when we invest in professional artists and the creative process, we are supporting research and development in the cultural sector and the creative economy as a whole.

Increased Government Support

Expenditures on culture by the Government of Newfoundland and Labrador declined between 1996 and 2003. This Blueprint brings with it Government's commitment to continue reverse this trend. We will strengthen public cultural programs and infrastructure with increased support and investment across the full range of cultural components. The sector will become more stable and competitive through steps such as:

lay-out March,14_06 3/27/06 11:28 AM Page 12

Requirements for Investing in and Developing the Creative Economy


Increase Access to World markets
Finance Creative Content Developers
Policies to Encourage Content Creators & Distributors to locate/stay in Newfoundland & Labrador
Develop & Nurture Creative Talent
Develop Strong Networks & Sector Organizations
Develop & Attract Skilled Workers
Connect with Technology

Adapted from *Culture Southwest* (Cultural Strategy Southwest England, 2004).

- greater support for content producers (the creators) and the creative process
- enhanced business support
- revitalized and increased infrastructure
- enhanced support for professional development and training
- export investment
- integration with new technologies
- new commitment to culture and education
- greater emphasis on improving accessibility to culture
- strategic support for regional cultural organizations and regional cultural initiatives.

Let this be the lesson today: the primary interest lies in people. So also the wise investment. Advantage and opportunity in the arts, in science, in medicine and health care can be as great here in Newfoundland [and Labrador] as anywhere in the world. They do not depend on fertile soil, other natural resources or a favouring ocean.

John Kenneth Galbraith
MUN Convocation Address 1995

An Integrated, Collaborative Approach

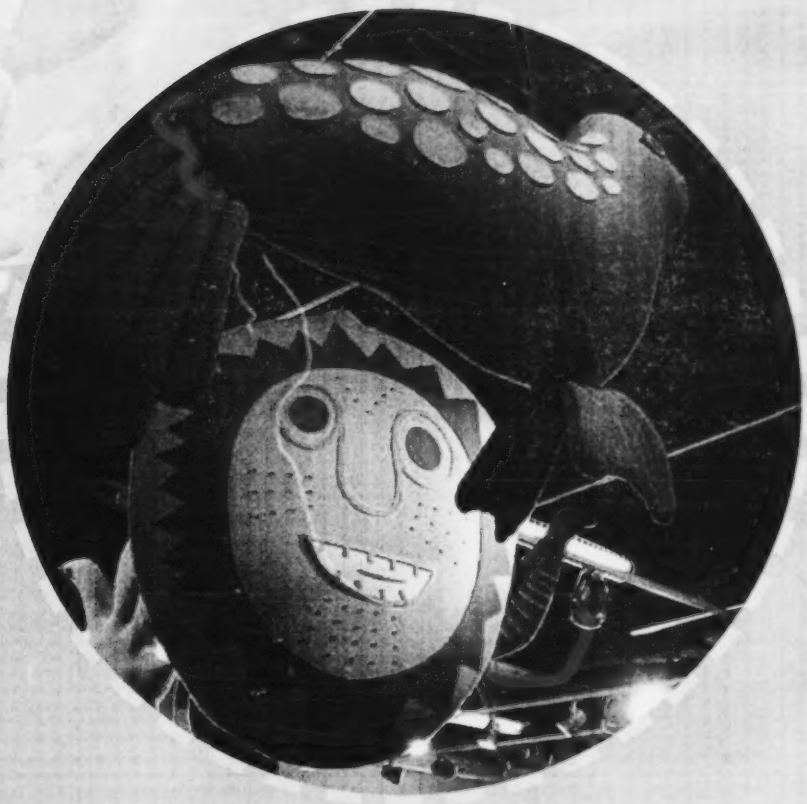
Government takes its responsibility for nurturing and enhancing our culture seriously, and will take the lead where that is appropriate. But just as Government rejects the conventional tendency to segregate culture, so, too, does it reject the notion that it should or can go it alone in this important work. Many share a common interest in furthering the province's culture including:

- citizens and volunteers
- cultural organizations and groups
- Aboriginal individuals, communities, organizations and self governments
- women's organizations and individuals
- federal and provincial government departments and agencies
- municipal governments
- educational institutions
- unions
- the broadcasting and communications industry
- technology companies and technology sector associations
- business associations and businesses from outside the cultural economy
- financial institutions and investors
- foundations and private donors
- regional economic development boards and regional councils.

This Blueprint assumes that successful cultural and economic development requires sound working partnerships. The benefits of a more integrated, collaborative approach to cultural development are many: from more employment in sustainable cultural industries to community revitalization, from enhanced creativity and innovation to the preservation of our cultural diversity.

Culture can and will become everybody's business. Our culture is like no other and we must cherish it and work to enhance it and keep it alive and lively.

Government will actively engage the full spectrum of partner organizations and agencies that share a common interest in seeing our culture dance with an even more exuberant step.



lay-out March,14_06 3/27/06 11:29 AM Page 15

The Strategy for Creative Newfoundland and Labrador

The strategies, goals, objectives and actions set out here have emerged from the combined insights of Government's research and consultation and detailed recommendations from the cultural community. Each has been selected according to the following criteria:

- provincial impact
- creation of expanded or new opportunities
- opportunities for partnerships in implementation
- best opportunities for both short- and long-term action.

The key actions included with these strategies are by no means the only ones that can or should be taken. All partners and collaborators are encouraged to develop their own. The success of the Blueprint will be measured by how well the strategies are set in motion and the actions implemented.

Overall Aims

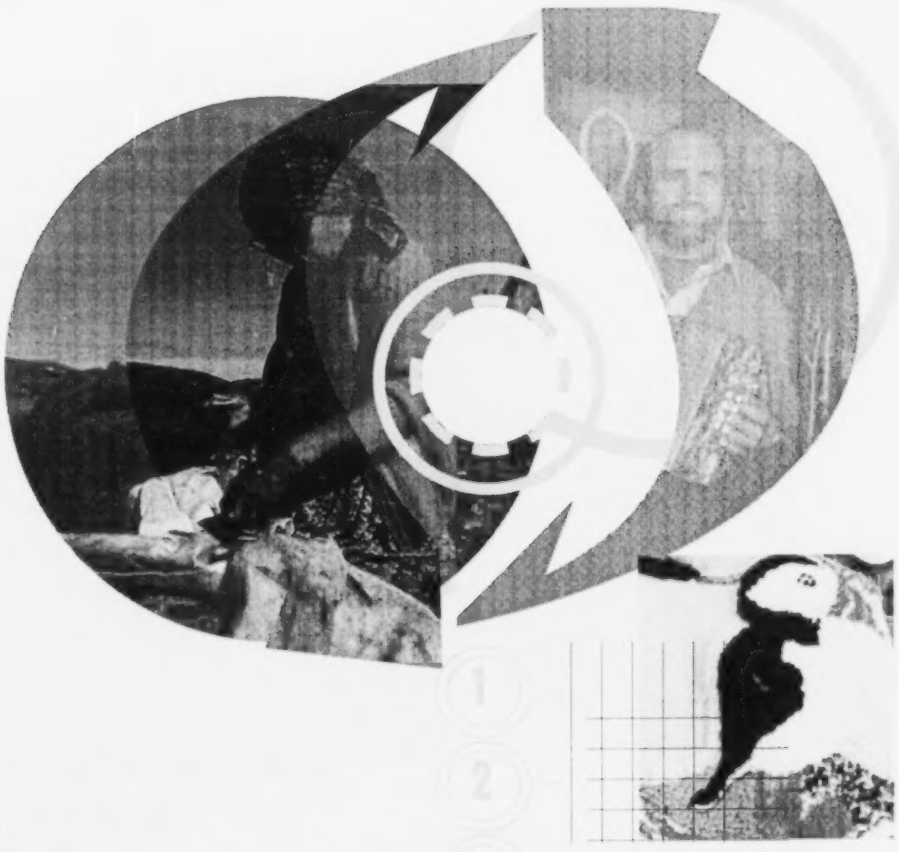
Through this Blueprint, Government is aiming to:

- support excellence in artistic endeavour
- improve conditions under which professional artists and other cultural workers create and produce
- protect and commemorate significant tangible and intangible cultural heritage resources
- support the professionalization of the arts and heritage sectors in the province
- increase the sustainability and effectiveness of arts and heritage organizations in the province
- enrich the visitor experience and support sustainable growth in the tourism industry through our cultural assets and strengths
- stimulate social and economic development, especially in rural Newfoundland and Labrador
- increase the access of residents and visitors to the province's arts and heritage
- secure the cultural diversity of the province and celebrate Newfoundland and Labrador's distinctive identity
- connect the province's culture to people throughout the province and around the world.

A Balanced Approach

Government will seek to take a balanced approach to cultural development across a broad spectrum of needs and opportunities. Focussing on education and supporting professional artists and the creative process are central to this Blueprint. Revitalizing heritage organizations and core cultural sites and attractions at the provincial, regional and community levels are also key elements.

Government recognizes recapitalization requirements for cultural infrastructure and the need to rebuild and enhance successful provincial programs and proven vehicles for promoting, encouraging and sustaining our rich cultural heritage and lively contemporary arts. Government will seek to advance the province's economic agenda through the development of cultural industries and cultural enterprises with an emphasis on export and business development. Strengthening partnerships with key federal, provincial, regional and municipal agencies and the private sector will leverage the increased means necessary to support this range of strategies and actions. Further research and planning will provide the evidence base to track and evaluate this plan and discover new insights and approaches to further developing our creativity and culture.



lay-out March,14_06 3/27/06 11:29 AM Page 17

Vision, Mission, Guiding Principles and Values

Newfoundlanders and Labradorians, especially our younger people, will grow in their understanding and appreciation of our unique culture. Their sense of place will help build the confidence to carry the province proudly through the next generations.

A Cultural Policy for Newfoundland and Labrador (2002) provides the following vision, mission, principles and values which guide this Blueprint for cultural renewal.

Vision

Our people take great pride in the cultural identity that binds us as Newfoundlanders and Labradorians. It enhances our lives socially and economically, inspiring us to maintain our unique culture for the future.

Mission

Our mission is to preserve, protect and strengthen the culture of Newfoundland and Labrador for present and future generations.

Guiding Principles and Values

The Intrinsic Value of Culture

A strong cultural identity is the very foundation of a society's ability to prosper, grow and adapt to changing global circumstances. Our culture defines our identity, enriches our lives and provides economic opportunities. It is a valuable asset, worthy of public support and investment.

Culture and Quality of Life

Culture is a strong measure of our quality of life, our vitality and the health of our society. Participation in cultural activities improves the quality of individual and community life, promotes social inclusion, raises self-esteem and expands people's horizons.

Socio-Economic Development

Investing in culture brings economic as well as social returns and builds social capital. Cultural industries contribute greatly to economic regeneration in rural and urban settings. Government recognizes that artistic quality, cultural integrity, sustainability and professionalism are essential to ensuring economic stability in this sector.

Cultural and Linguistic Diversity

Aboriginal peoples, along with the early Europeans and those who have come since, have contributed to the diverse nature of our cultural identity. Government places high value on preserving, nurturing and celebrating this diversity. As languages are an important vehicle of culture, they merit special attention. Government encourages the practice, transmission and protection of language, including Canada's two official languages, Aboriginal languages and Newfoundland and Labrador's many dialects.

The Value of Cultural Professionals and Volunteers

Optimal development of our cultural resources requires a strong cadre of professional artists, a variety of heritage professionals and a corps of dedicated volunteers province wide. Government recognizes the value of creating a supportive environment for our artists and heritage professionals. It also supports and encourages the special role volunteers play in governing, managing and protecting the province's cultural resources.

Culture, Education and Lifelong Learning

It is important for young people and adults alike to know about their cultural and natural heritage, and to develop their artistic interests and talents. Schools, post-secondary institutions, private business and public libraries all contribute significantly to the lifelong learning process. Government investment in such learning ensures that our cultural resources will continue to grow.

lay-out March,14_06 3/27/06 11:29 AM Page 18

Professional Development and Training

Artists need continuing education and training to fully develop their talents and art forms. Heritage professionals similarly need training/development to establish and maintain expertise. Not-for-profit organizations and volunteers, who govern, manage and protect cultural resources, require special support and encouragement.

Cultural Access

Every resident of Newfoundland and Labrador has the right to the widest possible access to cultural resources and activities. In addition, cultural professionals need support to access local, national and international markets.

Cultural Stewardship and Partnerships

All citizens share the responsibility to preserve and enhance their culture for future generations. Government has a special responsibility to safeguard the province's cultural resources, to assist in their development and to promote the wise use of these resources. To achieve success with this, it encourages partnerships between individuals, regions and all levels of government. Government also recognizes the need for strong partnerships with the private sector.

Arms-Length and Peer Assessment

Public involvement on provincial boards and advisory bodies provides necessary autonomy to the province's major cultural programs. Government recognizes arms-length funding and peer/professional evaluation as important principles in the operation of the Newfoundland and Labrador Arts Council and the Heritage Foundation of Newfoundland and Labrador.

lay-out March,14_06 3/27/06 11:29 AM Page 19

Strategic Direction One: Recognizing and Supporting Professional Artists

Give priority to creative people, to their artistic endeavours, and to the full recognition of their unique value to our culture and our economy.

Artists and Culture

Artists and their creations are the heart and soul of cultural activity. They are, therefore, of fundamental importance in this cultural strategy. Artists are individuals who, out of their lively imaginations and with the application of well-honed skill and talent, produce evocative aesthetic creations. As shown in Figure 4, p. 20 the creative process is the wellspring of all cultural activity that flows through the creative chain.

Artistic productions frequently are the source, directly or indirectly, of considerable economic activity and wealth. Whether this outcome occurs or not, artists generally work at their art for the love of it, for the meaning and fulfillment it provides. And just as artistic expression gives meaning and fulfillment to the artist, it also contributes importantly to enhanced health, education, quality of life and communal identity in our society as a whole.

Artists may be amateur or professional. They work in one or more of several genres:

- literary arts (writing and publishing)
- visual arts
- performing arts (dance, music, theatre)
- interdisciplinary arts
- electronic, multimedia and Internet arts (including film and video)
- crafts.

Professional Artists

Professional artists are those who aspire to earn a living through their artistic work and who are recognized by their peers as artists. They are among the province's most highly educated, skilled and flexible workers and already major contributors to our creative economy and society. The potential contribution of our professional artists, however, remains largely unfulfilled.

Most professional artists are self-employed workers, or they work on serial short-term contracts for many employers. Except for a few "stars," many professional artists live a fragile existence with low incomes and a general lack of the employment benefits full-time employees take for granted. Statistics Canada reported in 2001 that the average artist's income in the province was $16,925, well behind the Canadian average of $23,490 for most professional artists and other cultural workers. Most professional artists do not get the opportunity to produce even near their potential creative output. To maintain themselves and their families, they often have to put aside their artistic work and take full-or part-time employment in other areas.

Before the dancers dance, or the cameras roll, or the book comes off the press, or the paintings hang in the art gallery, before all the public enjoyment and celebration, there is the period of creation - the often solitary work that must come first. And very often what a grant from the Arts Council buys is time - time away from the pressures of putting bread on the table, time to create the works of art that will delight and challenge and inspire
John Doyle, 2005

lay-out March,14_06 3/27/06 11:29 AM Page 20

The Creative Process and the Creative Chain

lay-out March,14_06 3/27/06 11:29 AM Page 21

Government invests in our artists through several existing programs but recognizes that the current level of support falls far short. We are committed to increased investment in original artistic creation in all disciplines and at all levels and stages of career development.

Government also intends to give recognition to the special place of professional artists in our creative economy and act to improve the conditions under which they live and work. This we will do by exploring the feasibility of Status of the Artist legislation and a Newfoundland and Labrador Artists' Code. Topics to be looked at include: labour relations and collective bargaining rights in the arts sector; possible improvements through taxation measures; pension plans; and professional development and training.

Recognizing and Supporting Professional Artists

Goal

To recognize the professional status of artists and promote and support their valuable contributions to the province's social and economic life.

Objectives

- Increase direct support to, and recognition of, professional artists.
- Improve the economic status and security of the province's professional artists by bringing more stability and benefits to their working conditions.
- Increase public access to the province's professional artists and their artistic creations.

Strategies

1. Increase support for individual artistic research, creation and production.
2. Take steps to ensure artists receive fair and reasonable compensation for their creative work and for the intellectual property rights vested in it.
3. Develop economic and social benefits for professional artists.
4. Increase public access to artists' work and the access of artists to audiences both inside and outside of the province.
5. Increase public awareness, recognition and support for professional artists and the valuable contribution they make to the province's society and economy.
6. Promote partnerships between the arts community and broader communities of interest.

Key Actions

- Government will strengthen the capacity of the Newfoundland and Labrador Arts Council by increasing funding for the Council.
- The Department of TCR will seek to improve social and economic benefits for professional artists by establishing and supporting an ongoing Status of the Artist Advisory Committee.
- The Department of TCR will increase the allocation for, and redesign of, the Cultural Economic Development Program (CEDP) to sustain and strengthen key provincial arts and cultural organizations, enhance cultural product development and grow our cultural industries.
- The Department of TCR will form a Working Group with the Newfoundland and Labrador Arts Council, The Rooms and other key stakeholders to investigate and develop cultural partnership initiatives with the private sector, including those focused on individual artists.

Key Results

- The work of Newfoundland and Labrador professional artists, in all disciplines and at all career levels, will be highly valued and artists will be recognized as professional workers and respected citizens by Government and society as a whole.

lay-out March,14_06 3/27/06 11:29 AM Page 22

Strategic Direction Two: Creative Communities and Regions

In all sectors of our economy, Government will begin replacing barriers to opportunity with bridges to success. We will support rural communities and regions to take charge of their own futures.

Culture: Everybody's Business

Cultural creations, activities and organizations are not reserved for any one group in our society. They are relevant and important to us all, and greater investment and collaboration in the cultural sector can improve the lives of all residents of our province. Such improvement begins when people in all communities and regions feel at home with their heritage and are stimulated by the contemporary arts. For this to occur, people must have access to things cultural and Government commits to improving the situation in this area.

One of the factors that most puts heritage resources in the province at risk is the lack of awareness of their value.
ARI, 2002

But access to arts and cultural expression is not the only issue. We must come to recognize that culture is not restricted to the creative activities and institutions of a special interest group. Diverse cultural expressions abound in every community in the province – in our schools, our churches, our community halls and social events. Recognition of this is a prerequisite to another critical step: realizing the true social and economic value of our arts and heritage resources.

Challenges and Opportunities

The success of this Cultural Blueprint depends heavily on the interest and involvement of people province-wide, of all walks of life and of all ages, in the many and varied expressions of our cultural identity. The goal is to have culture recognized and supported as relevant and beneficial to us all. Achieving this will bring many new benefits to all communities and regions of our province. Areas of particular interest include:

- encouraging more of our own people (not just non-resident tourists) of all educational and income levels and ages to visit and experience cultural sites and events
- integrating relevant cultural elements into other relevant government and community strategies
- getting professional artists and cultural professionals, heavily concentrated in urban areas, more involved with rural cultural workers and citizens
- engaging cultural regeneration and preservation to assist with the renewal of rural economies
- sustaining high-quality cultural activities developed collaboratively with cultural professionals and community developers
- greater and more varied use of information and communication technology.

lay-out March,14_06 3/27/06 11:29 AM Page 23

Creative Communities and Regions

Goal

To make our province's arts and heritage accessible to everyone and to ensure that culture is seen as something with which the whole of society can identify and engage, and from which we can all derive benefit.

Objectives

- Enhance the social and economic quality of life in our province's communities and regions by fostering a rich cultural environment through the arts and heritage.
- Increase cultural access, educational opportunities and social inclusion throughout our province.
- Improve community sustainability through increased cultural participation and planning.
- Extend and enhance the cultural experience of the province's young people.
- Promote and support high quality cultural programmes and initiatives.
- Foster and encourage professional interaction and standards among cultural organizations and communities in cultural project planning and production.
- Improve public awareness of the enjoyment and benefits derived from the arts and heritage.

Strategies

1. Promote recognition by the general public and private companies of the value and benefits of the cultural sector.
2. Strengthen the capacity of cultural programmers and producers to be more inclusive, to increase access and to build loyal audiences.
3. Encourage cultural organizations to work together more effectively to improve public and private sector awareness and appreciation of the cultural sector.
4. Encourage all cultural institutions and groups within the cultural sector to become more accessible and inclusive, in terms of membership, governance, operations and programs, especially outreach.
5. Develop some measurable approaches to increased access, broader inclusion and building audiences in order to demonstrate and report on progress.

Key Actions

- The Rooms will work closely with the Department of Education through curriculum-linked programs to bring arts and heritage to every school-aged child in the province, and, through travelling exhibits and online access, will develop outreach opportunities.
- The Department of TCR will encourage more community involvement in Provincial Historic Sites and Arts and Culture Centres.
- The Department of TCR will strike a Community Arts Committee with the ACI, NLAC and other community partners to explore innovative models for community arts practice and its potential needs and benefits.
- The Department of TCR will work with the cultural sector and other government departments and agencies to infuse arts and heritage components in existing provincial, Atlantic, national and international branding, recognition, marketing and promotional programs.

Key Results

- Increased accessibility to, and use of, all types of cultural knowledge and experiences by the people of our province.
- Higher standards of cultural presentation and programming. The Rooms, especially, through excellent programming combined with education and outreach activities, will become an institution widely known, accessed and appreciated by our citizens.
- Increased understanding of audience characteristics, attitudes, participation rates and behaviours.
- Increased public awareness of the enjoyment and benefits of participating and engaging in the arts and heritage.

lay-out March,14_06 3/27/06 11:29 AM Page 24

Strategic Direction Three: Aboriginal Peoples and Communities

We envision a society in which all Newfoundlanders and Labradorians enjoy the social and economic benefits of sustainable development, where relationships are built on equality and respect, and where Aboriginal peoples can fulfill their desire to become more self-reliant and exercise greater responsibility for the well-being of their communities.

Respecting Cultural Diversity

One of the true strengths of the culture of Newfoundland and Labrador is its diversity. The Government of Newfoundland and Labrador knows that fostering the continuing evolution of this characteristic is essential.

In particular, Government recognizes the distinctive contributions of Aboriginal peoples to our cultural diversity. We are dedicated to maintaining the development of respectful and productive working relationships with Aboriginal peoples. This includes accepting the view that Aboriginal cultural preservation and activity should be directed and controlled by Aboriginal peoples themselves.

Challenges and Opportunities

Today, Aboriginal individuals, communities and organizations are working to regain control over the presentation of their cultures to non-Aboriginal people. They are actively seeking new avenues by which to tell their stories in their own words. This will help them preserve their cultural heritage and to build on it with pride and creativity.

The settlement of land claims and self-government agreements (among the provincial and federal governments and Aboriginal organizations) will contribute to the achievement of these goals. The Labrador Inuit Land Claims Agreement, for example, provides Inuit people with the ability to determine their own political, social, cultural and economic institutions and their relationships with other peoples and governments. We anticipate similar self-government agreements with the Innu and Miawpukek First Nation will provide the same opportunities.

Meanwhile, Government is also committed to working with Aboriginal organizations not involved in land claims or self-government processes to ensure that they, too, are telling their own stories.

Currently, Government provides Aboriginal peoples the same access to cultural programs and services as those available to all other citizens of Newfoundland and Labrador. Beyond enhancing these opportunities, Government will also assist Aboriginal artists in gaining greater access to federal Aboriginal-specific programs and services.

Case in Point: Pien Ashtunu: Pien Builds a Canoe

In 2005, The Rooms Provincial Museum Division officially opened the exhibit Pien Ashtunu: Pien Builds a Canoe, premiered the companion CBC documentary, "Pien Upunmun: Pien's Dream" and launched the Tipaishimuna: Innu Stories from the Land Web site for the Virtual Museum of Canada. The Innu exhibit showcased the Innu tradition of canoe building. "Pien Upunmun: Pien's Dream" is a documentary (developed by CBC Newfoundland and Labrador) that chronicles Pien's journey in canoe building and his hopes for the preservation of the Innu culture. A Web site documenting the Innu collections of the Provincial Museum Division and the Peenamin McKenzie School in Sheshatshu entitled "Tipaishimuna: Innu Stories from the Land" was also showcased.

lay-out March,14_06 3/27/06 11:29 AM Page 25

Aboriginal Peoples and Communities

Goal

To ensure that members of Aboriginal communities direct and control Aboriginal cultural preservation and development.

Objectives

- Ensure Aboriginal peoples have the same access to cultural programs and services as all other citizens of Newfoundland and Labrador.
- Ensure financial support to, and provincial exposure for, Aboriginal artists in galleries and museums.
- Provide Aboriginal communities with the means to preserve and foster their cultures.

Strategies

1. Work to increase awareness of and accessibility to cultural services and opportunities for Aboriginal communities and individuals.
2. Work in partnership with Aboriginal groups to ensure they are represented in cultural holdings and exhibitions at provincial cultural institutions, and are included in outreach and advisory activities relating to Aboriginal cultures.
3. Encourage and support Aboriginal cultures and the growth of Aboriginal cultural industries.
4. Work with Aboriginal peoples in the development of culturally-relevant curricula, and on the integration of culturally relevant material into the provincial curriculum that celebrates the rich, cultural, spiritual and historic contributions of Aboriginal peoples.
5. Work with the Department of Canadian Heritage and Aboriginal groups to protect and promote Aboriginal languages.
6. Increase the awareness of non-Aboriginal people of our province of the history, traditions and distinctive cultural contributions of Aboriginal peoples.
7. Work with the federal government and Aboriginal leaders to ensure appropriate levels of federal support for the future well-being of Aboriginal communities.

Key Actions

- The Department of TCR will work with NLAC, the Department of INTRD, Aboriginal groups, the Department of Canadian Heritage and other federal funding partners to ensure increased awareness of, and accessibility to, programs that support artistic and broader cultural development.

Key Results

- Aboriginal groups and individuals can develop, refine and benefit from cultural skills.
- Aboriginal peoples can become more self-reliant and exercise greater responsibility for the preservation and further development of their culture.
- Aboriginal artists receiving more support through cultural programs.
- Exhibits of Aboriginal art in provincial, national, and international cultural institutions.
- More culturally relevant curricula for Aboriginal students.
- Increased numbers of Aboriginal youth participating in and graduating from post-secondary education institutions.
- Greater understanding by non-Aboriginal people of our province of the history and contributions of Aboriginal peoples to Newfoundland and Labrador.

lay-out March,14_06 3/27/06 11:29 AM Page 26

Strategic Direction Four: Creative Education

Increase the presence of cultural content in the school curriculum and foster links between artists and students in the school environment. Foster and promote the arts and heritage in higher education and lifelong learning.

The Vital Role of Cultural Education

Government accepts the global evidence that cultural education has a strong role in empowering people to be successful learners, confident and responsible citizens, and more fulfilled participants in society.

The infusion of arts and heritage into all aspects of education would help profoundly in the long-term sustainability and vibrancy of our province. Such an infusion produces creative, critical thinkers, students with a lifelong appreciation of the arts and heritage and citizens with a strong sense of cultural stewardship. Education, of course, is also the source of arts and heritage professionals and for pre-professional artistic education so that the province's youth can enter the professional artistic education stream if they so desire. Education builds knowledgeable audiences for the work of future professional artists and cultural professionals.

Art is very often about crossing boundaries, because creativity is about seeing things in new ways. Art opens people's imaginations to a wider world. And creative thinking, risk-taking and openness to the new are qualities that are valued in many fields besides the arts.
The Canada Council for the Arts, 2000

Challenges and Opportunities

Over the past decade, the creative arts and heritage have not been given sufficient attention at the school and post-secondary level. Recently, there has been a growing recognition that putting more emphasis on creativity in all aspects of education will pay big dividends over the long run. Government's 2005 Budget commitment of approximately $10 million over three years to implement *Cultural Connections* is a strong expression of that recognition.

This is a comprehensive arts strategy through which our students will develop a critical appreciation of the vital role the arts play in our society. It should also help strengthen students' sense of place and identity as well as their overall confidence. The challenge, over the next three years, will be to fully implement the aims of *Cultural Connections* and build on it.

Memorial University and the post-secondary system have the potential to become powerhouses and incubators of artistic practice, cultural dissemination and creative enterprise. Other areas of interest in reaching for the goal of increasing arts and heritage in our education system include:

- the incorporation of arts methodologies across the curriculum
- the use of professional artists to assist with the training of teachers in delivering arts and heritage education
- the provision of adequate space and time to teach and practice the arts in our schools
- the preparation of students to pursue paths towards professional careers in the arts and heritage
- the creation of a new high school history course focusing on the history of Newfoundland and Labrador
- the development of new approaches to "Artists in Schools," building on the successful ArtsSmarts program
- the exposure of all students to a broad menu of cultural activities at community museums, archaeological sites, provincial historic sites, libraries and other institutions such as The Rooms
- the development of a strategy for the promotion, safeguarding and transmission of our province's intangible cultural heritage
- the application of the immeasurable potential of Memorial University and the post-secondary system as a whole to contribute to the enhancement of all facets of our cultural life
- the supporting and strengthening of our volunteer cultural organizations.

lay-out March,14_06 3/27/06 11:29 AM Page 27

Creative Education

Goal

To increase and enhance arts and heritage education within the Newfoundland and Labrador education system.

Objectives

- To increase arts and heritage content in the school curriculum and foster links among artists, other cultural professionals and students.
- To ensure the inclusion and promotion of Newfoundland and Labrador's cultural heritage, global cultures and diversity in the K-12 curriculum.
- To increase professional development for teachers in the arts and heritage.
- To build the capacity of schools and teachers to work effectively with the cultural and creative sectors.
- To build the capacity of the cultural and creative sectors to work effectively with schools and provide opportunities for cultural and creative professionals to enhance the skills they need to work effectively in educational settings.
- To increase opportunities for lifelong learning in the arts and culture throughout the province.
- To provide evidence of the effects of engagement with cultural programming on young people, teachers, cultural and creative practitioners which can be used to support further policy development
- To enhance the capacity and accessibility of the province's post-secondary institutions to be a resource for groups, communities and professionals seeking to protect and develop the province's heritage and foster the arts and creativity.

Strategies

1. Develop effective partnerships among key cultural and educational stakeholders.
2. Increase the presence of cultural content in the school curriculum and provide suitable and sufficient resources for curriculum delivery and evaluation province wide.
3. Foster links among professional artists, teachers and students.
4. Use new technologies to complement existing school programs and to increase access to arts and cultural curricula and learning resources.
5. Encourage, support and enhance post-secondary education and research in the fine arts, commercial arts and design, humanities, cultural tourism, heritage, media and new media and make resources of the university more accessible to the cultural community.
6. Encourage effective arts curricula and ensure they are part of teacher training.
7. Ensure professional development opportunities in the arts and culture for classroom teachers and specialist instructors.
8. Encourage the use of professional artists, artists in communities, artisans and tradition bearers as resource people.

Key Actions

- The Department of Education and the Department of TCR will manage the *Cultural Connections* Strategy in consultation with the *Cultural Connections* Advisory Committee. This Committee will be the key coordination and collaboration vehicle for working with cultural stakeholders to bring the arts and heritage into the mainstream of our province's K-12 curriculum.
- The Department of Education, the Department of TCR and key cultural stakeholders will focus on collaboration and program development to ensure that every school has quality arts, history and heritage programming.
- The Department of TCR through its Provincial Historic Sites, the Provincial Archaeology Office and the Rooms Corporation, will work towards building continual connections and exposure of students (including post-secondary and lifelong learners) to a wide range of cultural activities in partnership with communities and schools.

Key Results

- Through sound arts and heritage programming and activities, Newfoundland and Labrador students learn the history and cultures of their province, both within and beyond the formal curriculum.
- Post-secondary programs in the arts, heritage and humanities are supported and enhanced.
- Effective and sustained partnerships among schools, public institutions and heritage and arts professionals are established.
- Teacher education and professional development programs incorporate the arts and heritage.
- K-12 students receive education and mentoring in the fine and performing arts suitable to prepare those who want to pursue careers in the arts to enter professional post-secondary programs.

lay-out March,14_06 3/27/06 11:29 AM Page 28

Strategic Direction Five: Creative Workforce and Career Development

Strengthen and expand the creative workforce by promoting opportunities and access to training and employment; foster links to promote and develop training and lifelong learning for artists and cultural professionals throughout the province.

Creative, Highly Educated and Skilled

The cultural labour force in Newfoundland and Labrador numbered about 4,200 in 2001, and is among the fastest growing labour force sectors. Many cultural occupations create technological innovations, cultivate social change and bring new ways of thinking to the province's leading-edge industries and society as a whole.

These workers, many of whom are self-employed, are creative, highly educated and skilled. The making of professional artists involves both education as artists and the mentoring of artists into his or her creative identity. Both professional artists and other cultural professionals require lifelong career education, mentoring and training opportunities in order to remain refreshed, competitive and at the top of their game. This is especially so in a time when the use of computers and the Internet is forever serving up new avenues for creativity, marketing, content delivery, networking and professional development.

In a province where demand for well-educated, skilled and creative workers is increasing, the cultural sector provides a golden opportunity. The cultivation of these kinds of workers begins at the earliest levels of schooling. It must continue, through varied and stimulating mentoring and training programs, throughout the career.

Challenges and Opportunities

Effective and meaningful workforce training and career development depends on clear communication and coordination among all parties involved. Cultural industry umbrella groups do this well and are in an excellent position to continue and expand on this work. Government recognizes that to do so they will require the continued support of public investment and a more engaged Department of TCR.

Areas of focus as we pursue the goal of enhancing workforce training, mentoring and career development in the cultural sector include:

- enhanced support to key industry sector associations and their training and mentoring efforts
- maintenance and strengthening of post-secondary arts and heritage programs
- development of scholarships, bursaries and innovative work placements to recruit students and retain graduates in school-to-work transition
- development of a new joint mechanism by various Government Departments, the university and college system and the cultural sector for coordinating the development of cultural professionals
- the provision of more IT training opportunities in all aspects of cultural practice
- working with HRLE to attract and retain immigrants, thereby adding to our cultural diversity, and bringing new skills, ideas and creative entrepreneurship to our province
- the establishment of professional standards and best practices, especially in heritage-related occupations.

lay-out March,14_06 3/27/06 11:29 AM Page 29

Creative Workforce and Career Development

Goal

Skilled, competitive and productive cultural sector workers and volunteers, supported throughout all career stages by coordinated, effective systems of workforce training and career development.

Objectives

- Increase communication and collaboration among key partners and stakeholders.
- Put in place sound legislation, policies and programs that reflect and meet the needs of the cultural workforce.
- Adopt and maintain well-defined standards of excellence and best practices in heritage protection and professional development.

Strategies

1. Identify gaps in training, and work with education and training institutions to develop ways of addressing them.
2. Adapt existing, and develop new, business training and support services for the self-employed cultural sector, creative workers and small cultural businesses.
3. Ensure lifelong professional development and training opportunities through mentoring, technology, distance education and educational institutions both within the province and outside.

Key Actions

- The Department of TCR will seek to engage the Department of Education (Post-Secondary), the university and college system, the Department of HRLE and the cultural sector in a new provincial mechanism for increased collaboration in the area of post-secondary cultural education, training and workforce and career development.
- Building on AHI and ACI research on professional development needs and areas of high growth and demand, the Department of TCR will work with the Departments of INTRD, Education and Business and
key cultural stakeholders to undertake a full assessment of professional and enterprise development needs in the cultural industries and best practices to address them.

Key Results

- Enhanced coordination and collaboration of Government, the post-secondary system and the cultural sector, thereby making them more effective and responsive to the training and career development needs of the cultural workforce and creative enterprises.
- Excellent and innovative workers in the cultural sector.
- Increased employment and retention of highly trained cultural workers.

lay-out March,14_06 3/27/06 11:29 AM Page 30

Strategic Direction Six: Preserving and Celebrating our Tangible Cultural Heritage

Capitalize on the province's distinctive cultural heritage by investing in historic sites and heritage properties, and expanding cultural tourism attractions.

A Priceless Legacy

A critical piece in the colourful mosaic we call our culture is our tangible heritage: our historic buildings, museums, sacred places, monuments, libraries, burial sites, structures, archaeology, artifacts and archives. Alongside our natural heritage, many of these make up the physical world we see and experience every day. Together, they constitute a precious legacy from our ancestors and a strong thread in our collective identity today. In addition, of course, they contribute in various ways economically, a dimension whose potential is barely scratched.

If properly cared for and developed, natural and cultural heritage resources can enrich and benefit both present and future generations. They can contribute to our spiritual, psychological, and physical health. They can inspire creativity and cultural production in the form of literature, film, drama and art. They can provide economic opportunities and employment.
ANL *Heritage Planning Guide for Natural and Cultural Heritage Projects in Newfoundland and Labrador* (n.d.)

It is a given that we must preserve and celebrate these invaluable treasures. While a heavy emphasis on the past can lead to a society short on creativity, inattention to it can also cut us off from our creative roots and sources of inspiration. In many cases, time is of the essence, as loss of traditional lifestyles and poor use and loss of landmark buildings are taking their toll. Meanwhile, new heritage assets continue to present themselves as buildings and structures age and the store of published materials and records increases.

Challenges and Opportunities

Government recognizes that neither the responsibility nor the capability for safeguarding and presenting our province's heritage lies with it alone. Therefore, we will promote a collective vision and a shared responsibility in this area. All initiatives to enhance and exploit our many heritage resources must mediate the tension between encouraging economic development and retaining heritage distinctiveness. Some challenges and opportunities of note include:

- collaboration with Memorial University, the College of the North Atlantic, and the Government of Canada, all of which have programs and centres supportive of heritage protection and heritage development
- efforts by TCR, which administers the *Historic Resources Act*, to engage all relevant Government Departments more deeply in meeting our heritage mandate
- taking full advantage of the enormous and exciting potential of The Rooms
- upgrading and renewing our Provincial Historic Sites and, over the long run, developing a more complete and representative system of sites

[The province] is a community of communities, bound together by a shared heritage, firmly rooted in time and space.
John Widdowson, 2000

lay-out March,14_06 3/27/06 11:29 AM Page 31

- establishing clear principles and strengthening all components of a sound management framework for cultural resources, as shown in Figure 5, p. 32
- strengthening and expanding the role of the Heritage Foundation of Newfoundland and Labrador (HFNL)
- supporting those endeavouring to complete an integrated Provincial Heritage Registry
- Government support for maintenance, and further development, of an effective framework of statutory protection for all elements of our tangible heritage
- encouragement of a more coordinated tripartite government approach to heritage at the municipal and regional planning levels
- working with the AHI and other partners to improve Government and private sector support (including financial support) for the crucial volunteer sector in heritage
- working with key heritage stakeholders on ways of increasing and enhancing training opportunities for heritage professionals and other heritage workers.

Preserving and Celebrating our Tangible Cultural Heritage

Goal

Better protect and sustain our province's heritage and optimize benefits for present and future generations.

Objectives

- Ensure the protection of provincially significant heritage resources.
- Build on the strengths of a diverse cultural heritage to provide economic and social benefits.
- Support and protect heritage volunteers and organizations and strengthen the heritage system.
- Develop Newfoundland and Labrador heritage studies in schools, post-secondary education and through lifelong learning initiatives.
- Maximize the economic benefit from heritage investment in terms of employment, primary and secondary expenditures, attracting new businesses and residents, and increased tourism.
- Develop and sustain best professional standards and practice across the heritage sector (Strategies and Actions under Creative Education and Creative Workforce).
- Ensure that the full potential of existing heritage assets and investments is fulfilled.
- Encourage more coordinated, consistent efforts to protect and sustain the province's heritage by Government and its partners.
- Encourage municipal governments and communities to protect and sustain their heritage.
- Pursue research and knowledge on how to better preserve, monitor, evaluate, promote and sustain the province's heritage (Strategies and Actions under Creative Research).

Strategies

1. Government to become a model custodian of our province's tangible heritage resources.
2. Clearly define heritage principles, values and responsibilities.
3. Develop a sound, sustainable provincial cultural resource management framework.
4. Foster a collaborative approach to heritage embracing the public, private and voluntary sectors.
5. Create effective links, connections and standards among municipal, provincial and national heritage policies and programs and nurture more effective partnerships and collaborations.
6. Develop a common strategic framework and capital investment strategy through which to maximize public investment from a range of sources in Newfoundland and Labrador.
7. Champion, promote and make an effective case for continued and increased support and resources for the province's heritage and heritage organizations.

lay-out March,14_06 3/27/06 11:29 AM Page 32

Cultural Resource Management Framework

Inventories and Registries

Lists of tangible cultural heritage including built heritage, landscapes, archaeology, paleontology, artifacts, documents, records, collections etc.

Evaluation of Resources

To determine significance & value

Consideration/Statements of Values

In decisions & actions affecting cultural resources

Management Tools and Plans

Legislation, policies, management plans, special plans, incentives for protection

Monitoring & Review

To ensure objectives, policies, standards are met

lay-out March,14_06 3/27/06 11:29 AM Page 33

Key Actions

- Government will provide additional funding for its heritage grants program to increase support for heritage organizations.
- The Department of TCR will develop a Provincial Commemorations and Designation Program, including the establishment of a Provincial Historic Sites and Monuments Board.
- Government will revitalize the existing system of Provincial Historic Sites.
- Government will develop a heritage framework encompassing formal statements of vision, principles, values, guidelines and plans for heritage protection to guide resource management, development and investment.

Key Results

- Marked improvement in the system and tools for protecting and sustaining our province's significant tangible heritage.
- Significantly greater community involvement and enhanced local knowledge, expertise and ownership of heritage issues.
- A wider role for Newfoundland and Labrador heritage studies in schools, post-secondary education and through lifelong learning initiatives.
- Development of an effective capital and investment strategy covering the full range of heritage activities in order to prioritize and make sense of the range of projects competing for limited public resources.
- Development of closer links across the tangible and intangible heritage sectors, and the arts and natural heritage sectors.
- A coordinated, effective research agenda to measure the economic impact of the heritage sector and to determine the medium and long-term trends affecting the future management of the province's heritage.
- An integrated heritage management framework containing formal statements of vision, principles, values, guidelines and plans for heritage protection to guide resource management, development and investment.
- Complete, accessible and integrated inventories of our province's built, archival, published, moveable and archaeological heritage.
- Reduction in the number of cultural heritage resources at risk.

lay-out March,14_06 3/27/06 11:29 AM Page 34

Strategic Direction Seven: Safeguarding and Sustaining our Intangible Cultural Heritage ("Living Heritage")

Capitalize on the province's distinctive cultural heritage and nurture our unique identity.

Our Living Heritage

An elusive but, nonetheless, very special element in our identity as a people and a province is what we now call our intangible cultural heritage or, alternatively, our "living heritage." This dimension of our collective self, as it were, encompasses a host of traditions, practices and customs that permeate and help constitute the very marrow of our society. Intangible cultural heritage embraces, among other things, our stories, holidays, community gatherings, culinary arts, rituals, songs and languages. These are passed from one generation to another but do not remain static; they are modified and recreated by each new generation.

The Role of Children and Youth.
"It is essential to stress that children are the carriers of cultural traditions which link them to past generations and which they must constantly re-interpret and adapt to their own needs, forging the basis for future cultural innovations."
Javier Perez De Cuellar
Former Secretary General UN

The processes involved in the continuation of this traditional knowledge constitute one of the most interesting aspects of our living heritage. Each member of the community possesses a piece of the shared knowledge. Crucial knowledge is passed on during community activities, frequently without any conscious attention to the process. A young person helps her mother make a Labrador Tea-Doll or a pease pudding and in the process learns how to do these things herself. Young people accompany their elders as they carry on their traditional activities and in so doing learn the skills and lore of wood-cutting, berry-picking or setting traps.

The ever-changing body of traditional knowledge and practice passed on and recreated is a vital part of our survival and adaptation as a society. It reflects our cultural diversity and is a potent ingredient in what we proudly refer to as our unique Newfoundland and Labrador culture. As such, it also becomes a stimulating source for many of the creative aspects of interdisciplinary research, cultural industries and cultural tourism.

Unique examples of our intangible cultural heritage include such things as the Christmas mummering traditions, boat-building skills, the languages of Aboriginal peoples and our distinctive regional dialects. Sadly, many of the long-standing items in our intangible heritage tradition are disappearing. Most notable in this category is the accumulated traditional wisdom of 500 years of the cod-fishery. Still, we must preserve and pass on that which survives.

At The Rooms in 2006, a new interdisciplinary exhibit involving the cultural resources of The Provincial Museum, The Provincial Art Gallery and The Provincial Archives, research and intangible heritage is being planned. These are institutions that together with the arts community are integral to building and communicating the sense of intangible cultural resources.

Challenges and Opportunities

The transmission and safeguarding of our province's intangible heritage essentially involves a body of people with knowledge who are willing and able to pass it on and a group of people who are open to receiving it. Currently, there is no legislation or programming that addresses this subject. TCR has been working in partnership with Memorial University and others to explore options for dealing with this situation. Some of the special issues that arise in this area include:

- the need to recognize the inherently evolving nature of intangible cultural heritage
- the need to pursue a set of basic, recognized steps in working to safeguard our intangible cultural heritage
- the need to take into account the implications for cultural tourism of intangible heritage safeguarding and transmission processes
- the negative effects of global pressures on our intangible cultural heritage
- the roles of the Government of Canada and UNESCO in helping the province safeguard and sustain our intangible cultural heritage
- identifying an enabling mechanism for the partnership and actions for intangible heritage among stakeholders.

lay-out March,14_06 3/27/06 11:29 AM Page 35

Safeguarding and Sustaining our Intangible Cultural Heritage

Goal

Recognize, record, disseminate and promote the intangible cultural heritage ("living heritage") of Newfoundland and Labrador and develop strategies for its safeguarding.

Objectives

- Raise awareness of intangible cultural heritage in Newfoundland and Labrador.
- Assess specific issues and areas of particular vulnerability.
- Develop a vision and mission for the safeguarding of our province's intangible heritage.
- Identify an enabling mechanism for the partnership and actions for intangible heritage among stakeholders.
- Identify steps in developing an overall strategy and action plan.

Strategies

1. Seek the knowledge, expertise and involvement of organizations, researchers, practitioners, tradition-bearers, specialists, Aboriginal peoples, governments and others to safeguard our province's intangible cultural heritage.
2. Create an effective provincial mechanism for identifying and recognizing examples of intangible cultural heritage that are of significance to Newfoundland and Labrador. This mechanism would work in partnership with the *Cultural Connections* Program, regional groups, cultural tourism and new Environmental Sustainability initiatives.
3. Create a program modeled on international examples to recognize our province's intangible cultural heritage and support tradition-bearers.
4. Encourage residents, groups and especially youth to take up and vivify various intangible heritage practices.
5. Encourage the building up of intangible cultural heritage knowledge, know-how, practices and traditions into cultural enterprises.
6. Over the longer term, create a public advisory committee with responsibility for the recognition and designation of provincial intangible cultural heritage.

Key Actions

- The Department of TCR will seek to partner with UNESCO and the Department of Canadian Heritage to sponsor a provincial Intangible Cultural Heritage Conference.
- The Department of TCR and key stakeholders will investigate the resources and partnerships required for, and the feasibility of, initiating resource mapping through inventories and documentation of our province's intangible cultural heritage.

Key Results

- Our province's intangible cultural heritage is safeguarded and transmitted as a living heritage and source of contemporary creativity.
- Our intangible cultural heritage is recorded and documented.
- Our intangible cultural heritage and tradition-bearers are recognized and promoted.
- Local groups and organizations are trained in documentation and dissemination of the province's intangible cultural heritage.
- Best practices in intangible cultural heritage are showcased.

lay-out March,14_06 3/27/06 11:29 AM Page 36

Strategic Direction Eight: Cultural Industries and Creative Enterprises

Use the knowledge and expertise of creative individuals and companies to develop policies that foster and retain sustainable creative enterprises in the province, and make the province a natural location for creative enterprises in Canada.

A Creative, Industrious Sector

Cultural industries and creative enterprises exist across the full spectrum of the cultural sector, encompassing writing and publishing, visual and performing arts, heritage, fine crafts, film and video, music and sound recording, and new media. This includes for-profit, non-profit and community-based operations. Many of these enterprises cannot sustain themselves but create countless jobs, spin-off business opportunities, and significant impact in both the cultural economy and the economy as a whole.

Case in Point: Chris Brookes and Battery Radio.
Chris Brookes is an author, playwright, soundprint producer and feature maker whose work has won numerous national and international awards for radio documentary. His subjects, broadcast around the world, have included the mummering traditions of Newfoundland and England, cultural changes arising from the collapse of the northern cod fishery and the life and work of Omar Blondahl, who is credited by many folklorists and musicologists as having saved many traditional songs that would have otherwise been forgotten. These songs form the modern canon of Newfoundland [and Labrador] folksong which has inspired many musicians and groups, including award-winning Great Big Sea.

From Soundprint Media Centre, Inc., 1995

Cultural industries and creative enterprises have clearly demonstrated their all-around contribution to our province, both culturally and economically. Nonetheless, they are a long way from reaching their full potential. Government recognizes the momentum and promise in this area as well as the need for considerably more support. As shown in Figure 6, p. 38, support can take many forms and will need to be directed with an eye to the full range of the sector's requirements. This covers the many strands in the creative economy: the creative process, sector organizational support, training and professional development, production and marketing. Of special note is the role of ever more new technological opportunities.

Challenges and Opportunities

Government recognizes that a very important consideration in the full spread of elements making up the complex cultural sector is the contribution of our cultural industries and creative enterprises. These enterprises constitute organized, focused venues where many of the little brooks and streams that make up the cultural river come together. They rely first and foremost on the creative talent and output of our artists, but in turn they provide to our creators the opportunity for widespread – indeed, global – exposure, and, when successful, make an almost immeasurable contribution to our economy and society.

To be sure, there are challenges facing this area of the cultural sector, but there are even greater opportunities. Points of interest include:

- the need for greater market development and export activity
- the need for specialized business support services
- financial and legal liabilities surrounding copyright and intellectual property issues

lay-out March,14_06 3/27/06 11:29 AM Page 37

- the pressing need for affordable creative, rehearsal and performing spaces
- Government's recognition of the critical role of sectoral organizations and the commitment to work with them to achieve common goals
- Government's belief that investment in culture makes sound business sense
- Government's goal of seeking a new generation of federal-provincial cultural agreements.

Government will focus on the following key result areas to further develop cultural industries and creative enterprises: product development; infrastructure; investment and support; domestic market development; international market development; professional development and training; new technology and multi-media; and consultation and technical advice on the culture sector to federal and provincial development and funding agencies.

Cultural Industries and Creative Enterprises

Goal

Improve support to, and investment in, our province's cultural industries and creative enterprises so that social and economic benefits are maximized.

Objectives

- Increase the sustainability and growth of the cultural industries and creative enterprises and maximize their potential.
- Increase the supply of market-ready, in-demand and nationally and internationally competitive cultural products.
- Improve the quality and competitiveness of the cultural industries and creative enterprises.
- Create sustainable jobs for those engaged in arts and heritage professions in the province.
- Promote the province's cultural and creative industries provincially, nationally and internationally.
- Maximize the potential for key cultural sub sectors to contribute to economic and cultural regeneration of the province and its regions.
- Improve cultural industries infrastructure.

Strategies

1. Work with the federal and municipal governments and the cultural community to secure adequate, predictable and long-term public investment in cultural enterprises.
2. Develop market-ready and internationally competitive Newfoundland and Labrador cultural products.
3. Provide better business support for individuals and businesses within the cultural sector to help creators and entrepreneurs realize their business potential.
4. Develop appropriate infrastructure, including communications and new technologies.
5. Develop a comprehensive strategy to identify untapped or underdeveloped markets for cultural products.
6. Increase the profile of cultural industries locally, nationally and internationally.
7. Support information and multimedia technologies that provide new production and distribution opportunities.
8. Accurately measure and report on economic value and impact of the cultural industries in the province.
9. Support the provincial tourism development strategy through the development and support of cultural tourism initiatives.

lay-out March,14_06 3/27/06 11:29 AM Page 38

The Competitiveness Chain: Factors Affecting Competitiveness

Adapted from *The Creative Economy Initiative* (New England Council, 2001)

lay-out March,14_06 3/27/06 11:29 AM Page 39

Key Actions

- Government will enhance support for cultural industries and sector associations by strengthening its core funding support for cultural organizations and networks.
- The Department of TCR will partner with the cultural sector to research enhanced private sector participation and support of the arts and heritage.
- The Department of TCR, the Department of INTRD, ACOA and the ACI, will finalize a strategy for export development for the province's cultural industries.
- The Department of TCR will put in place an Advisory Committee on Arts and Culture Centres to oversee the review of the future use of these centres as vibrant regional and community centres.

Key Results

- Development of quality cultural goods and services to meet identified market demand. This will come as a result of a vibrant cultural community, support for cultural diversity, capital to finance product development and production facilities, and skilled personnel.
- Implementation of a provincial export strategy for the cultural sector and then development and implementation of sub sector strategies as appropriate.
- Development of a highly trained workforce and professional artists to create artistic and other cultural experiences.

lay-out March,14_06 3/27/06 11:29 AM Page 40

Strategic Direction Nine: Cultural Tourism

Work with the cultural and tourism industries to develop strategies to encourage and promote cultural tourism and attract visitors interested in culture and heritage in our province.

Sharing with the Visitors

In recent years, people have come from far and wide to experience the unique blend of geography, people, buildings and activity that is Newfoundland and Labrador. Many of their experiences have involved visits to performances, museums, galleries and historic sites, and exposure to the literary and visual arts, festivals, local films, community events, and our distinct foods and customs. These are the elements of our province's cultural tourism and, clearly, culture is a major player in our expanding tourism industry overall.

Linking our arts and heritage to tourism celebrates the many aspects of both our heritage and our contemporary artistic expression while at the same time it offers an opportunity of preserving and protecting them. Cultural tourism also provides an occasion for both resident and non-resident visitors to experience our cultural diversity.

An important aspect of that diversity is the province's indigenous and ethnic cultures. The Inuit, Innu, Metis and the Mi'kmaq have all expressed interest in becoming involved in cultural tourism. With careful development over the long term, Aboriginal participation in this area could help boost economies and preserve fragile cultures. Our province's Francophone people have recently celebrated a successful commemorative year that has left vibrant legacies to build on. These groups bring new opportunities to the cultural tourism table to complement those already there.

Cultural tourism is a central item in Government's broad tourism strategy. Its positive social and economic potential is considerable, if it is carefully planned, nurtured and managed.

Challenges and Opportunities

Cultural tourism is a powerful economic engine. One of the key challenges in the cultural tourism area is to continue to develop this activity while preserving artistic integrity, cultural distinctiveness and authenticity as well as our natural environment. The preservation of these elements will serve to enhance the tourist experience and the whole venture will likely thrive and be of benefit to all. Other aspects of cultural tourism that will require the concerted, coordinated effort of all partners are:

- the need for effective, accessible visitor services, a sufficient supply of excellent cultural products and experiences, and improved marketing
- steps to enrich visitor experience and, hence, length of stay
- focus on shoulder season and winter opportunities
- additional investment in tourism destinations and attractions
- recognition that most heritage sites will always require some form of operating subsidy
- recognition of Government's role in working cooperatively with key cultural industry and tourism representatives in assessing needs and working to address them.

The Importance of Authenticity. [Retaining] the authenticity of heritage places, collections and living cultures is important. It is an essential element of their cultural significance, as expressed in the physical material and collected memory of the past and intangible traditions that are still evolving. [Tourism] programs should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of the cultural heritage of places and people and their living culture.
International Cultural Tourism Charter (1999)

lay-out March,14_06 3/27/06 11:29 AM Page 41

Cultural Tourism

Goal

More diverse, sustainable tourism products and packages rooted in our province's distinctive arts and heritage assets and attractions that effectively respond to market demand.

Objectives

- Facilitate a dialogue among key cultural tourism partners.
- Assess and improve the quality and viability of public sector, private sector, non-profit and community-based cultural tourism enterprises.
- Initiate work with Aboriginal partners to support the creation of Aboriginal cultural and heritage tourism.
- Capitalize on the province's distinctive cultural heritage by investing in historic sites and heritage properties.
- Develop standards and criteria for cultural and heritage product quality within a framework of nationally and internationally recognized and appropriately applied standards and best practices for cultural tourism.
- Expand the number of cultural tourism packages and experiences in our province.
- Ensure the diversity of our cultural tourism product is effectively marketed and promoted to residents and visitors.

Strategies

1. Develop a more collaborative, effective approach to maximizing the potential of cultural tourism.
2. Improve and increase cultural tourism products (including in the arts and heritage areas) that are authentic and of high quality.
3. Improve the quality and sustainability of community-based cultural tourism attractions.
4. Promote and market the province's arts and heritage attractions and events to residents and visitors.
5. Develop a long-term, consistent and common investment framework and more diverse funding sources in order to achieve more sustainable cultural tourism offerings.

Key Actions

- The Department of TCR will ensure that its tourism, contemporary arts and cultural heritage divisions and agencies collaborate successfully in supporting partners in the development of cultural tourism in our province.
- The Departments of TCR and INTRD, the ACI, the AHI and HNL will immediately convene leaders/key stakeholders in the province who are directly involved in cultural tourism development, investment, product and market development, and sector consultation.

Key Results

- Dialogue and cooperation among government, industry and sector partners.
- Targeted investment that maximizes economic benefits, preserves cultural integrity and supports artistic quality.
- Emphasis on excellence, professionalism and sector input into enhancing the arts and heritage dimensions of tourism.
- Enhanced cultural tourism attractions and products.
- Standards that preserve and promote authentic cultural resources in cultural tourism development.
- Measurable goals and strategies to strengthen cultural tourism development.

Strategic Direction Ten: Creative Cultural Research and Information

Government must be, at all times, open and accountable to the people for what it does on their behalf. It is delivering on its promise to consult before it acts and to be inclusive when it consults.

Solid Research Needed

Good solid evidence is crucial for sound planning and action in our efforts to move closer to maximizing the potential of the cultural sector. While sound research work has been done, or is in progress, Government believes a more systematic, coordinated approach to research is essential if the full potential of cultural planning is to be realized.

There are significant opportunities to work with Statistics Canada and the Newfoundland and Labrador Statistics Agency (NLSA) to create a provincial database of cultural sector information. Many bodies of research data exist already – registries, collections, inventories, guidelines, standards, policies, statistics – in various provincial and federal agencies, but they exist in isolation with no mechanism for coordination or consolidation of data bases.

Government and its many cultural sector partners need solid information on a full range of areas in the sector in order to develop a clear set of policies and best focus scarce resources. Research is also needed into the creative act itself and into nurturing the expressive will of every citizen. There are innovative opportunities to explore how culture and artistic expression define who we are. We must better understand the creative and social values of a culturally stimulated society.

Challenges and Opportunities

Government acknowledges the dearth of dedicated, quality cultural research information and capacity within the Department of TCR. In future, research will become a more fundamental part of Government and the Department of TCR in particular.

One major concrete step is our proposal to establish a Cultural Research Working Group to oversee a Cultural Research Agenda. This group will be responsible for finalizing a research agenda, identifying budgetary allocations, identifying partnerships and implementing the overall research program in support of this Blueprint.

Among our research requirements, of course, will be our need to measure the success of this Blueprint itself. Having said that, we recognize that not every good thing can be evaluated with the use of quantitative measures. Nowhere is this more true, perhaps, than in the cultural sector, a point to be taken into consideration in our development of research and evaluation mechanisms.

lay-out March,14_06 3/27/06 11:29 AM Page 43

Cultural Research and Information

Goal

A sound knowledge and evidence-base to support development of the cultural sector as a creative force in our province's economy and quality of life.

Objectives

- Establish a provincial statistical baseline of data concerning the cultural sector.
- Develop a suite of key cultural sector indicators that will enable those monitoring the implementation of the Blueprint to establish realistic targets, monitor progress and evaluate outcomes.
- Integrate and emphasize the importance, values and benefits of culture as government policy.

Strategies

1. Identify our strategic research and information priorities.
2. Build a strong research and evidence base on which to advance our case for increased support for the cultural sector.
3. Gain in-depth understanding of the nature, characteristics and trends of the cultural sector.

Key Actions

- The Department of TCR will form a Cultural Statistics Working Group with the NLSA. This group will link with a similar federal-provincial-territorial working group and be responsible for consulting with stakeholders about data and statistical reporting, analysis and needs and liaising with the FPT Working Group. This agenda will also focus on the development of a performance measurement framework with key indicators for the Blueprint.
- The Department of TCR will form a Working Group on Legislation to be headed by the Assistant Deputy Minister, Culture and Heritage, and include all departmental senior cultural managers, to undertake a review of existing arts and heritage legislation. This review will be carried out in partnership with appropriate technical expertise and sector consultation and input.

Key Results

- A Culture Research Partnership is formed.
- Proposed research addresses the most important and urgent needs of the cultural sector.
- Research results enhance public understanding and appreciation of the cultural sector.
- Our professional expertise and knowledge are more accessible.
- Sound approaches, methodologies and partnerships are developed to improve our understanding and management of our cultural resources.

lay-out March,14_06 3/27/06 11:29 AM Page 44

lay-out March,14_06 3/27/06 11:29 AM Page 45

Implementation, Monitoring and Review

This Blueprint is a sketch, not the final or complete drawing, of an energized, growing and healthy culture of the future. Together, we as citizens, creators, communities, groups, institutions, organizations and enterprises will complete the picture of the cultural legacy our generation will hand on to the next.

Through this Blueprint, Government accepts its share of the public responsibility for nurturing and preserving our province's culture. In that spirit, it is firmly committed to significant, coordinated action to implement this Blueprint. In the coming years, we will seek new input, hone the Blueprint further and address any new concerns and opportunities through continuing consultation and monitoring.

"It is our creative ability that ensures our survival as a recognizable people and culture, and enables us also to contribute to the enrichment of the nation of which we form a distinctive part."
George Story, 1980

Implementing the Blueprint

To implement and monitor this Blueprint, Government commits to forming, in 2006/07, a "Cultural Committee" composed of the Deputy Ministers of all relevant departments and chaired by the Department of TCR. The purpose of this committee will be to ensure that all applicable agencies and departments, in addition to TCR, more fully engage and invest in the cultural sector.

To oversee the implementation of the Strategy and publicly monitor and report on its progress, Government will put in place a two-part consultative process:

1. A Blueprint Steering Group, developed in consultation with key cultural stakeholders and partners, will provide sectoral input in the implementation process. This group will also be the mechanism for adjusting the plan as needed along the way.

2. A series of annual roundtables involving interested partners, groups and organizations will be sponsored and organized by TCR to publicly monitor and report on the progress of the Cultural Strategy.

A New Partnership with Business in the Creative Economy

In addition to Government's role in assisting the cultural sector, our province's business community can also do its share. Companies directly involved in the cultural sector have a unique opportunity to help, especially in workforce development, through mechanisms such as work placements, internships, on-the-job training and job fairs. Businesses not directly involved in the cultural sector can make a point of using the services of the sector; donate, adapt and use arts and heritage structures; use arts and heritage design and techniques in manufacturing; and develop products, applications and markets targeted at the specialized needs of the cultural sector.

Government will make it a priority to research new ways in which the business community at large can become more fully engaged in helping the cultural sector strive to meet its potential. The Department of TCR will promote awareness of the sector to our province's Chambers of Commerce and other key business and industry groups.

lay-out March,14_06 3/27/06 11:29 AM Page 46

Human Resources and Technology

To carry out this plan, Government will require immediately appropriate, skilled and knowledgeable personnel, particularly in areas affected by new technologies. The Department will work with the Office of the Chief Information Officer to ensure technology training and upgrading is available as required. The Department will also increase its skilled human resources in general through recruitment, succession planning, contracts, job-sharing and federal-provincial exchanges.

lay-out March,14_06 3/27/06 11:29 AM Page 47

Your Feedback

Your views on culture and on this Blueprint are important to us and we want to hear from you. There will be continuing opportunities over the life of this Blueprint to have your voice heard and to contribute to the further development of Creative Newfoundland and Labrador. We plan to hold regular reviews and release regular updates on the implementation of the Blueprint over the next five years.

Please contact us through one of the channels below. You are encouraged to send written submissions or simply to call in with your views.

Strategic Planning and Policy Division
Department of Tourism, Culture and Recreation
PO Box 8700
St. John's, NL
A1B 4J6

Telephone: 1-888-520-2244*
Fax: 1-709-729-0870
E-Mail: creativenl@gov.nl.ca

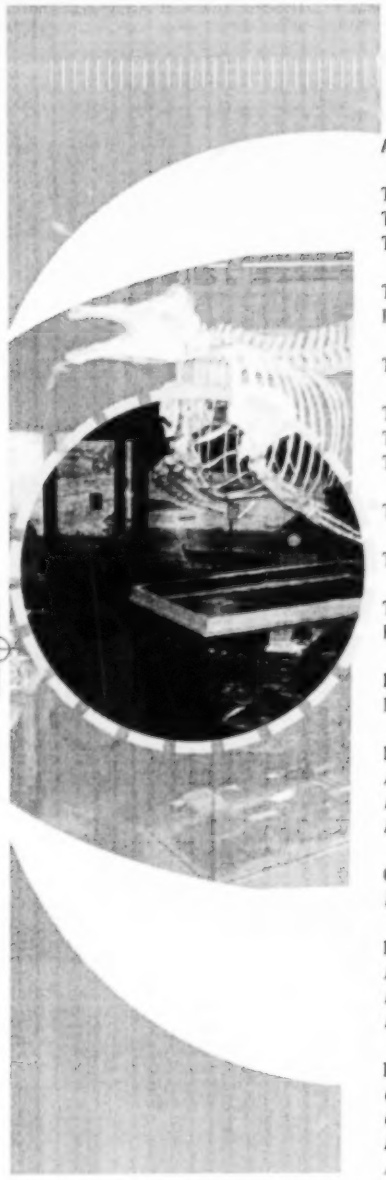
*Toll-free numbers sometimes change over time at the point of the service provider. If there is no response at this number, please e-mail or fax the contact points given above.

Please be assured that all the information provided in these feedback mechanisms will be treated as confidential in accordance with the provisions of the *Access to Information and Protection of Privacy Act*.

lay-out March,14_06 3/27/06 11:29 AM Page 48

lay-out March,14_06 3/27/06 11:29 AM Page 49

Appendix A: The Arts and Heritage Programs and Legislation of the Government of Newfoundland and Labrador



Arts and Heritage Programs of the Government of Newfoundland and Labrador

The Newfoundland and Labrador Arts Council (NLAC). See www.nlac.nf.ca
The Newfoundland and Labrador Heritage Foundation (HFNL). See www.heritagefoundation.ca
The Newfoundland and Labrador Film Development Corporation (NLFDC). See www.newfilm.nf.net

The Rooms encompassing The Rooms Provincial Art Gallery, The Rooms Provincial Archives and The Rooms Provincial Museum. See www.therooms.ca

The Provincial Archaeology Program. See www.tcr.gov.nl.ca/tcr/pao

The Provincial Historic Sites Program (PHS). See www.tcr.gov.nl.ca/tcr/historicsites/default.htm
The Provincial Arts and Culture Centres. See www.artsandculturecentre.com
The Arts and Letters Awards. See www.tcr.gov.nl.ca/artsandletters/

The Cultural Economic Development Program (CEDP). See www.tcr.gov.nl.ca/services_programs/CEDP/default.htm

The Provincial Information and Library Resources Board . See www.nlpubliclibraries.ca/

The Arts and Heritage Legislation of the Government of Newfoundland and Labrador
For an online version of all legislation, see www.hoa.gov.l.ca/hoa/sr/

Departmental Legislation
Departmental Notice under *Executive Council Act*

Legislation for Arts, Letters, and for Intellectual Property
Arts Council Act
Books Preservation of Copies Act
Rooms Corporation Act

Communications Legislation
Newspapers and Books Act

Legislation Pertaining to Culture and Education
Memorial University Act
Memorial University Foundation Act
Public Libraries Act

Legislation for Heritage and Museums
Colonial Building Act
Grand Concourse Authority Act
Historic Resources Act
Archaeological Investigations Permit Regulations (Historic Resources Act)
Registered Heritage District Regulations (Historic Resources Act)

Policy Statements and Strategic Plans
A Cultural Policy for Newfoundland and Labrador, 2002

lay-out March,14_06 3/27/06 11:29 AM Page 50

Glossary and List of Acronyms

Glossary

Aboriginal Peoples are descendants of the original inhabitants of North America and who have unique heritages, languages, cultural practices and spiritual beliefs. The Government of Newfoundland and Labrador is currently involved with matters relating to the Miawpukek First Nation, the Innu and Inuit of Labrador, the Federation of Newfoundland Indians and the Labrador Metis.

Arm's length. "Arm's length" for professional and artistic decision-making is the principle whereby a government-funded agency has the authority to establish its priorities, policies and funding programs, as well as establish guidelines and criteria, independent from government influence.

Art. The conscious use of skill and creative imagination, especially in the production of aesthetic ideas and objects. The arts are defined as visual arts, literary arts, crafts, music, theatre, dance, performance, film, media arts and interdisciplinary arts. Under the *Arts Council Act* "arts" includes "theatre", dance, folk arts, literature, music, painting, sculpture, the graphic arts, crafts, and other similar and interpretative activities..."

Commemoration is recognition of the national, provincial or municipal significance of specific people, places or events as deemed appropriate within the government's authority for the purposes of protecting and presenting heritage places and resources, and/or erection of a plaque or monument.

Cultural development organizations. Non-profit or service organizations that foster development in the community by offering cultural programming for the cultivation and promotion of young artists, or supports members of the cultural community by raising public awareness of arts and/or heritage.

Cultural diversity. The presence and participation of many different cultural communities within the general culture of a society, and the recognition that these communities are equally beneficial to the society at large.

Cultural enterprises. Private companies, non-profit and commercial organizations engaged in the distribution, promotion, or sales of work in any arts or heritage discipline.

Cultural Industries. Industries, which deal mostly with goods and services of a cultural content.

Cultural infrastructure. Resources that support and /or provide public access to arts and heritage, including artists and others working in culture, for the creation, production, dissemination and promotion of arts and cultural products. Resources include: a) cultural facilities and equipment; b) organizational structures; c) human resources, d) training and educational structures.

Cultural landscapes. Distinctive settlement and building patterns, features in the landscape that result from particular economic, social or cultural activities, as well as the natural landscape features that have special historical and spiritual significance. They contribute greatly to a unique sense of place.

Cultural product. The result of artistic or heritage endeavours available for purchase or consumption, including festivals, performances (theatre, dance, music) visual arts, fine craft, archives, museums, historic sites, archaeological sites, libraries and all products that arise from cultural industries.

Cultural heritage is the tangible evidence of human experience, such as artifacts, archives and printed material, and intangible evidence such as folklore, language, customs, traditions, and "know-how."

lay-out March,14_06 3/27/06 11:29 AM Page 51

Glossary and List of Acronyms

Cultural resource management involves the generally accepted practices for the conservation and presentation of cultural resources. It is founded on established principles and carried out in a manner that integrates professional, technical and administrative activities to ensure the historic value and protection of the resources.

Cultural tourism/culture and heritage tourism. According to Statistics Canada, culture tourism is defined as a trip that includes participating in at least one of the following: attending a festival, fair or exhibition; attending cultural events/performances; attending Aboriginal/native cultural events; visiting a museum or art gallery; visiting a zoo, aquarium or botanical garden; visiting a theme or amusement park; visiting a nature park or an historical site; site seeing; and bird-watching or observing wildlife. Culture and heritage tourism occurs when participation in a cultural or heritage activity is a significant factor for travelling (Canadian Tourism Commission).

Culture. The arts and the tangible/intangible heritage of the people of Newfoundland and Labrador. This encompasses the activities of artists and arts professionals, heritage professionals and volunteers, and Aboriginal and European-based tradition-bearers. It also includes cultural industries, institutes, associations, organizations and enterprises.

Dissemination. The circulation of exhibits, promotion and distribution of artworks and literature, extension services, library and resource centre activities and special outreach activities which diffuse information about a culture within or outside the cultural boundaries.

Intangible cultural heritage or "living heritage" embraces all forms of traditional and popular or folk culture, that is, the collective works originating in any given community and based on tradition. These creations are transmitted orally or by gesture, and are modified over time through a process of collective recreation. They include oral traditions, customs, languages, music, dance, rituals, festivals, traditional medicine, pharmacopoeia, the culinary arts and all kinds of special skills connected with the material aspects of culture, such as tools and habitat. Everything created by human beings is the product of human genius and creativity that allow knowledge and skill to be enhanced and passed on from one person to another and one generation to the next. From the Provincial Working Group definition based on UNESCO.

Management plan is a document that outlines the objectives for managing a provincial historic site as well as the implementation means and strategies established to achieve these objectives.

Natural heritage. The protection, conservation and management, in unimpaired condition, of large wilderness areas, representative areas of all the province's eco regions, areas which contain rare natural phenomena, natural wildlife populations, wildlife habitat and endangered species, so as to preserve diversity and distinctiveness, and to support an ecologically sustainable future for the benefit of present and future generations.

Peer evaluation. The use of independent artists and other professionals working in the field to assess grant applications, advise on priorities and make recommendations to a funding/granting agency on the awarding of grants. Requests for funds are assessed by committees of the applicants' peers and augmented by the input of independent assessors where required. Committee members are selected for their accomplishments, experience and expertise.

Professional artist. An individual who aspires to earn a living through art creation or performance, and is recognized by his or her peers as an artist. The following definition is adapted from the *Canadian Artists Code* by the Association of Cultural Industries and is accepted for this strategy: "A person may be determined to be a professional artist who satisfies four of the following criteria, one of which must be a), b) or c):

a) an artist receives or has received compensation from his/her work including, but not limited to, sales, fees, royalties, commissions, salaries, residuals, grants and awards, any of which can be reasonably included in professional or business income;

lay-out March,14_06 3/27/06 11:29 AM Page 52

b) an artist has a record of income or loss relevant to the history of his/her work and appropriate to the span of his/her artistic career;

c) an artist has received public or peer recognition in the form of honours, awards, professional prizes, scholarships, honourable mentions, appointments to adjudication committees or peer juries, invitations to participate in group exhibitions/performances, by publicly disseminated critical reviews or appraisals or by any similar means;

d) an artist has presented his/her work to the public by means of exhibitions, publications, screenings, performances, and readings or by any other means appropriate to the nature of her/his work;

e) an artist is represented by a dealer, publisher, agent or similar professional representative appropriate to the nature of her/his work;

f) an artist devotes a reasonable proportion of his/her professional time to promoting or marketing his/her work including, but not limited to, attending auditions, seeking sponsorship, agents and engagements and similar activities appropriate to the nature of his/her work;

g) an artist has received professional training either in an educational institution, from a practitioner recognized in his/her profession, or is self-taught within the established practices of his/her cultural traditions;

h) an artist has membership in a professional association appropriate to her/his artistic activity, whose membership or categories of membership is/are limited under standards of the association, or which is a trade union or equivalent appropriate to his/her artistic activity;

i) an artist holds copyright in her/his own work and has received royalty or residual payment based on that copyright."

Professional arts association. A non-profit organization whose aim is to improve the professional lives of artists by directly furthering the interests of artists, creators, arts organizations, and members of the arts community through activities related to policy development and delivery of professional services, including public awareness and arts advocacy.

Professional arts organization or company. An organization dedicated to the creation and /or dissemination of art on a professional basis. Newfoundland and Labrador examples include, among others, theatre companies, music companies, film and video companies and dance companies.

Professional heritage association. A non-profit organization whose aim is to improve and support those working in the areas of intangible and tangible cultural heritage through activities related to policy development, professional development, best practices, information sharing and heritage advocacy.

Stewardship. The management, protection and development of cultural resources according to plans developed in consultation with government departments and agencies, cultural professionals, communities and members of the private sector and the general public.

Sustainability. A method of harvesting or using a resource so that the resource is not depleted or permanently damaged. Sustaining funding is a necessity for most cultural endeavours, and it is reasonable to expect sound financial practices and good management in return for the continuation of funding.

Tangible cultural heritage. Those aspects of cultural heritage that are of a physical nature, including library, archival and museum collections, buildings and structures, archaeological resources, cultural landscapes, cemeteries, monuments and artifacts of any kind.

Tradition. An inherited, established, or customary pattern of thought, action, or behaviour (as a religious practice or a social custom); the handing down of information, beliefs and customs by word of mouth or by example from one generation to another without written instruction.

lay-out March,14_06 3/27/06 11:29 AM Page 53

Glossary and List of Acronyms

Tradition-Bearer. An individual who is recognized by his/her community as having a special role in the practice and transmission to future generations of traditions, skills, songs and stories. They are the guardians of our intangible cultural heritage.

Volunteers. Members of the general public, cultural professionals, artisans, tradition-bearers and others who give freely of their time and talents in the administration, promotion and governance of cultural organizations and associations.

List of Acronyms

ACI	Association of Cultural Industries
ACOA	Atlantic Canada Opportunities Agency
AHI	Association of Heritage Industries
CEDP	Cultural Economic Development Program
FPT	Federal-Provincial-Territorial
HFNL	Heritage Foundation of Newfoundland and Labrador
HNL	Hospitality Newfoundland and Labrador
HRLE	Human Resources, Labour and Employment
INTRD	Innovation, Trade and Rural Development
IT	Information Technology
NLAC	Newfoundland and Labrador Arts Council
NLSA	Newfoundland and Labrador Statistics Agency
TCR	Tourism, Culture and Recreation
UNESCO	United Nations Educational, Scientific and Cultural Organization

lay-out March,14_06 3/27/06 11:29 AM Page 54

graphic design by six-o-six graphics inc.
sixsixographics.com

The Department of TCR thanks the following for the use of images:

The Rooms Provincial Art Gallery Division
The Rooms Provincial Archives Division
The Rooms Provincial Museum Division
Arts and Culture Centres Administration
The Newfoundland and Labrador Film Development Corporation
The Heritage Foundation of Newfoundland and Labrador
The Music Industry Association of Newfoundland and Labrador
The St. John's Folk Arts Council (Rick West)
Photo of Lisa Moore used with the permission of Lisa Moore

Photo Credits
Chris Smith/RASA
Crossing the Barrens/Kittiwake Dance Theatre,
used by permission of Linda Rimsay
Moravian mission buildings at the abandoned station of Hebron.
Reproduced by permission of Dr. James Hiller, St. John's,
Newfoundland. Photo ©1982